



WEWS

ORDER

Flight Dates **10/12/12-10/18/12**

Contract / Revision **300788 /**

Original Date / Revision
06/15/12 08/24/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
Alexandria, VA 22314**

Product
NRCC IE 2012

Agency Com 15%

Billing Contact
**815 Slaters Lane
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **2603 TV Oct 12 -Oct 18**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35-64

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	36	\$39,397.50	\$46,350.00	0.00
Totals	36	\$39,397.50	\$46,350.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/18/12	36	\$39,397.50	\$46,350.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/17/12	10/17/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	--W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$650.00		0.00			
N 2	WEWS	10/12/12	10/12/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	----F--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Print Date: 09/24/12

Page 2 of 3

Contract / Revision **300788** Flight Dates **10/12/12-10/18/12**

Hiatus Dates

Original Date / Revision 06/15/12/ 08/24/12

Order Sep 00:20:00

Advertiser **NRCC IE**

Product **NRCC IE 2012**

Estimate # **2603 TV Oct 12 -Oct 18**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/12/12	10/12/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	----F--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$550.00		0.00			
N 3	WEWS	10/15/12	10/18/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWT---	:30	8	\$850.00	P-2	0.00	NM	8	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					8	\$850.00		0.00			
N 4	WEWS	10/12/12	10/12/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$600.00		0.00			
N 5	WEWS	10/15/12	10/18/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-TWT---	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					3	\$900.00		0.00			
N 6	WEWS	10/12/12	10/12/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/08/12-10/14/12		M-Su 630-7p WNT		630-7p	----F--	:30		(\$2,000.00)		0.00	NM		
See MG 6.2															
[N/A]															
2	WEWS	10/12/12-10/12/12		M-Su 630-7p WNT		630-7p	----F--	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 6.1 10/12															
[N/A]															
N 7	WEWS	10/16/12	10/18/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	-T-T---	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-T---					2	\$2,500.00		0.00			
N 9	WEWS	10/12/12	10/12/12	M-F 7-730p M-F 7-730p	CM	7-730p	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$1,000.00		0.00			
N 10	WEWS	10/15/12	10/18/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWT---	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					4	\$1,200.00		0.00			
N 11	WEWS	10/12/12	10/12/12	M-F 730-8P M-F 730-8P	CM	730-8p	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$1,000.00		0.00			
N 12	WEWS	10/15/12	10/18/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWT---	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					4	\$1,200.00		0.00			
N 13	WEWS	10/13/12	10/13/12	Nascar Series Nascar Series	CM	12p-12x	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$3,000.00		0.00			



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Page 3 of 3

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Hiatus Dates

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Order Sep 00:20:00

Advertiser **NRCC IE** Product **NRCC IE 2012**

Estimate # **2603 TV Oct 12 -Oct 18**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WEWS	10/15/12	10/18/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWT---	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-WT---					3	\$3,000.00		0.00			
N 15	WEWS	10/14/12	10/14/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$550.00		0.00			
N 16	WEWS	10/12/12	10/12/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	----F--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$900.00		0.00			
N 17	WEWS	10/15/12	10/18/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MT-T---	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-T---					3	\$1,000.00		0.00			
Totals														36	\$46,350.00